

Examiner's Report

January 2010

GCE

GCE Travel & Tourism (6997/01)

Unit 11 - Special Interest Holidays

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6997: Special Interest Holidays

This report comments on the marking from this winter's series. This report will comment on the assessment evidence requirements, the accuracy of the marking and the administration. There are also some general comments and details of support materials available from Edexcel. Only one centre submitted work for moderation. Three candidates were entered for moderation.

Assessment Evidence

The tasks for the unit are set within the specification. There are four tasks for the unit shown on Page 136 of the specification. For tasks b), c) and d) candidates are required to show that they have undertaken research to complete these tasks and to research **two different destinations** for each task, one is a holiday based at one destination and the other one is a holiday that involves a tour or some travel.

Assessment evidence requirements allow centres to choose the format for presenting candidates' work.

The tasks are:

- a) Maps showing the geographical distribution of different types of special interest holidays as listed on Page 133-134 of the specification.
 - There should be a range of different types of holidays with the destinations grouped and located accurately and relevantly on maps.
 - Geographical distribution should be explained
 - Key features should be identified, labelled and annotated.
 - Tour operators should be included.

We are looking for evidence of candidates' knowledge of what are appropriate destinations in each category and what accounts for their geographical distribution and why their key features make the destinations special interest holidays.

- b) Prepare an itinerary for a special interest holiday based at one destination and explain how the itinerary meets the needs of tourists as detailed in a pen portrait. This should have been provided by the teacher/tutor.
- c) Compare the features, tourist types and popularity of **two** different types of special interest holidays; **one** involving a tour and **one** based at one destination. Features are in the specification and could be used as headings in any evidence.
- d) Assess the factors which influence the popularity of **two** types of special interest holidays; **one** involving a tour and **one** based at a destination.

Special Interest Holidays

Some candidates continue to confuse special interest holidays with destinations. The tasks asked for specific **types** of special interest holidays, not the destinations where they might be found. It was pleasing to see in this moderation series that the types of holidays were chosen appropriately and the candidates work was assessed within the correct mark bands.

Task a)

This task addresses AO1-show knowledge and understanding of the specified content.

The task is divided into two elements; show knowledge by producing relevant and appropriate maps indicating the geographical distribution of different **types** of special interest holidays and showing understanding by describing and explaining the geographical description, key features and providers of a range of special interest holidays. For Mark Band three candidates should provide clear reference and comprehensive explanation of the key features.

Most candidates managed to cover the full range of special interest holidays as set out in the "What you need to learn" section of the specification on Page 133. There was some improvement in the explanation of the geographical distribution of the holidays in terms of the reasons for their particular location. However, some candidates are still making sweeping or simplified statements such as *"cultural and religious holidays are mainly in Northern Europe"* - clearly this is not a correct statement or an appropriate one - or *"skiing takes place where there is snow and mountains"*.

Some maps still showed a weakness in the labelling, annotation and identification of destinations. Candidates are advised to produce maps showing the **most popular** special interest holidays and where they might be found. Some of the special interest holidays can be grouped together. Features need to be relevant to the specific type of special interest holiday and should be explained e.g. *"a mountainous snow covered area is an essential topographical feature for a skiing holiday because....."*

The key requirement is for candidates to show knowledge and understanding by accurately locating special interest holiday destinations on maps and being able to show airports, ports etc as well as explaining the geographical distribution in terms of regional, national and global spread. This was seen in the work moderated this series.

Task b)

This task addresses AO2 - **apply the knowledge, skills and understanding specified in the subject content.**

Candidates are required to produce an itinerary based at **one destination** and explain how the itinerary meets the needs of a selected tourist type. The needs and circumstances of the tourist should be given to the candidates in order for them to access the higher mark bands. It is advisable for the teacher / tutor / assessor to include complex needs in the pen portrait. Details of pen portraits can be found on Pages 140 and 141 in the Assessment guidance section of the specification and on Page 243 of the Teacher's Guide.

Candidates should produce a clear detailed itinerary, showing research undertaken and an **explanation which clearly makes links between the itinerary and the needs of the tourist** as outlined in the pen portrait. There should not be large amounts of regurgitated material which has no relevance to the pen portrait or the itinerary. A detailed bibliography should show that their research is from a range of sources not just websites, that it is current and relevant.

The key requirement is for candidates to apply their knowledge and understanding of the key features of a special interest holiday and explain how they link and meet the needs of their particular tourist.

In this moderation series this task showed continuing improvement and was well done with pen portraits submitted and clear links made between the tourists' needs and the proposed itinerary. The explanation showed more detail. The work seen was correctly assessed at the appropriate mark bands.

Task c)

This task addresses AO3 - **use appropriate research techniques to obtain information to analyse vocationally-related issues and problems.**

The task requires **two special interest holidays** to be studied; **one involving a tour and one based at one destination.**

This task should be undertaken as a separate task from Task d).

Candidates must ensure that they choose **two different types of special interest holidays**, rather than **destinations** which was the case in most work seen. There should be a comparison of features, tourist types and popularity of the two special interest holidays which makes them appealing to tourists. Statistical data should be included, supported by substantiated conclusions. Many candidates offered wedding/honeymoon packages and this limited their evidence.

There should be evidence of a range of research undertaken and acknowledged through a bibliography or terms of reference indicating the sources used in research for all tasks. For higher marks awarded at least some sources would be referenced in the evidence submitted. It is not expected that candidates use the Harvard referencing system precisely although some similar format would be

expected. There should also be evidence for the higher bands that the candidate has obtained sources independently. This could be a statement from the candidate or assessor indicating how the sources were obtained to confirm the independence. This could be in the form of a signed research log or an observation record signed by the assessor.

In the samples of work submitted for moderation in this series it was clear that for the candidates clearly understood the nature of the task. A comparison was present throughout the task with statistical data included as supporting evidence. Cruising and weddings and honeymoons were chosen as the types of holidays to compare.

Task d)

This task addresses AO3 - **plan and carry out investigations and tasks in which they examine vocationally related issues and problems; gather, record and analyse relevant information and evidence; and evaluate evidence, make reasoned judgements and present conclusions.**

Candidates are required to assess the factors which influence the popularity and appeal of the **two special interest holidays** studied for Task c). Candidates need to be sure of their understanding of the command verb here as much of the work seen continues to be descriptive and generalised in the comments included rather than an assessment. The factors to be considered are stated on Page 136 of the specification.

Research should be from a range of sources and identified in a bibliography. Candidates need to ensure that they provide sufficient data and statistics to demonstrate their ability to make a substantiated and detailed assessment of the factors which affect the popularity and appeal of their chosen two types of special interest holidays.

Marking

Generally, marking showed some improvement in accuracy but remains generous particularly when awarding marks from the higher mark bands. Candidate evidence should be assessed against the assessment criteria in the specification. For each task there are three marks bands. Assessors should first determine the mark band statement that 'best fits' the evidence submitted. A note should be taken of command verbs and discriminators for each statement. For example, task d) requires an assessment therefore if work is descriptive then mark band 1 applies, mark band 2 could only be considered appropriate if candidates show some evaluation with some reasoned conclusions. 'Best fit' would need to be considered where there are descriptions and some evaluation to determine if mark band 1 or 2 is best fit. Strengths and weaknesses in evidence can then be taken into account when awarding marks from within the mark band. Taking the example above, there are clearly weaknesses if mark band 2 is considered best fit and low marks from the mark band should be applied. If mark band 1 was considered best fit then higher marks can be awarded to credit the conclusions that are made.

Task a)

Marking of this task was mainly accurate. The maps were generally well presented, showed a range of special interest holidays, contained some exemplification of tour operators and geographical distribution was addressed.

Task b)

Marking of this task was mainly accurate. Pen portraits were submitted which helped identify needs and helped the moderation process. The itineraries were well presented in a clear and informative style. The research included was generally relevant and appropriate for the task.

Task c)

Marking of this task was mainly accurate. In some of the candidates work there was little or no evidence of referencing in the text nor was there evidence through a detailed bibliography that a range of sources had been used.

Task d)

Marking of this task was generous. This task requires an assessment of the factors that influence the popularity of two types of special interest holidays. In the work seen candidates tended to describe rather than assess the influence of the specific factors which again limited the mark bands from which marks could be awarded. Limited statistical data was used or referred to when drawing conclusions.

Administration

Most centres met the deadline for submission of portfolios for moderation. OPTEMS forms were generally completed correctly.

Samples submitted were correct. Centres submitted asterisked samples. Where candidates were withdrawn alternatives were sent. Where highest and lowest marks were not asterisked these were also sent.

Most centres did submit Candidate Authentication Records although there was a few that were not signed. This is a JCQ requirement. Exam Officers have copies of generic forms that can be used but these are also available on the Edexcel website at <http://www.edexcel.org.uk/quals/gce/travel/as/8791/>

The centre did not submit task feedback sheets as provided on the Edexcel website.

Annotation on coursework is now a requirement of the JCQ and should be used to highlight where key evidence could be found e.g. specifically where explanation, analysis, evaluation etc could be found. This is helpful to the moderation process.

In task a) annotation could be used to highlight clearly where candidates are locating destinations for each special interest holiday map, identification of transport links and the geographical distribution of the types of holidays.

In task b) annotation could identify whether the needs are straightforward or complex and where there is an explanation linking the itinerary to the tourists' needs.

In task c) annotation could highlight where a comparison has occurred and whether it is basic/detailed/comprehensive and where referencing and research has taken place, also whether conclusions have been drawn from statistical data.

For task d) the assessor could highlight where the candidate had made an assessment and referred to statistical data and where evidence researched had been used to substantiate the assessments made.

Some centres provided annotation, which was appreciated.

General Comments

Edexcel does not require candidates to submit their portfolios in a file. It is sufficient for candidates to provide all work tied with a treasury tag, providing it can be easily identified. In addition to the Candidate Authentication, there should ideally be a front cover stating name of candidate, centre and candidate number. Evidence for each task would be clearly separated, ideally by a task feedback sheet.

Only evidence used to determine the mark awarded need be submitted in a portfolio. That evidence should be for tasks a), b), c) and d). Class notes and activities should not be sent in their portfolios.

This unit allows the opportunity for oral communication in presenting work. If this format is used, candidates portfolios should include a witness testimony, assessment checklist or observation statement. This should describe candidate's performance, and highlight how this leads to the mark awarded. It should be signed and dated by an assessor. Any supporting evidence such as visual aids, notes, documentation etc should also be included. Video evidence, audiotapes and computer discs and CDs are not required as forms of evidence. Where centres and/or candidates have used these forms of technology, a witness testimony, assessment checklist and/or observation record is required (see above) and it is this that should be sent to the moderator. Printed versions of documents can be sent in support.

**GCE Travel & Tourism Grade Boundaries
Series - January 2010**

Unit 1: The Travel and Tourism Industry (6987)

Grade	A	B	C	D	E
Raw boundary mark	62	55	48	41	35
Uniform boundary mark	80	70	60	50	40

Unit 2: The Travel and Tourism Customer (6988)

Grade	A	B	C	D	E
Raw boundary mark	46	40	34	29	24
Uniform boundary mark	80	70	60	50	40

Unit 3: Destination Europe (6989)

Grade	A	B	C	D	E
Raw boundary mark	46	40	34	29	24
Uniform boundary mark	80	70	60	50	40

Unit 4: Destination Britain (6990)

Grade	A	B	C	D	E
Raw boundary mark	45	39	33	28	23
Uniform boundary mark	80	70	60	50	40

Unit 5: Travelling Safely (6991)

Grade	A	B	C	D	E
Raw boundary mark	62	54	47	40	33
Uniform boundary mark	80	70	60	50	40

Unit 6: Resort Operation (6992)

Grade	A	B	C	D	E
Raw boundary mark	46	40	35	30	25
Uniform boundary mark	80	70	60	50	40

Unit 7: Responsible Tourism (6993)

Grade	A	B	C	D	E
Raw boundary mark	63	56	49	42	35
Uniform boundary mark	80	70	60	50	40

Unit 8: Current Issues in Travel and Tourism (6994)

Grade	A	B	C	D	E
Raw boundary mark	48	42	36	30	24
Uniform boundary mark	80	70	60	50	40

Unit 9: Working in Travel and Tourism (6995)

Grade	A	B	C	D	E
Raw boundary mark	48	42	36	30	25
Uniform boundary mark	80	70	60	50	40

Unit 10: Promotion and Sales in Travel and Tourism (6996)

Grade	A	B	C	D	E
Raw boundary mark	63	55	47	40	33
Uniform boundary mark	80	70	60	50	40

Unit 11: Special Interest Holidays (6997)

Grade	A	B	C	D	E
Raw boundary mark	48	42	36	30	24
Uniform boundary mark	80	70	60	50	40

Unit 12: Travel Organisations (6998 01)

Grade	A	B	C	D	E
Raw boundary mark	46	40	34	29	24
Uniform boundary mark	80	70	60	50	40

Notes

Maximum Mark (Raw): the mark corresponding to the sum total of the marks shown on the mark scheme.

Boundary Mark: the minimum mark required by a candidate to qualify for a given grade.

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